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ABSTRACT

The bibliography contains listings in twelve fields which are relevant to urban community college librarians: (1) planning and design for community college learning resources centers; (2) public relations for libraries; (3) grantmanship; (4) select curriculum for librarians; (5) educational media; (6) selected advanced reference sources; (7) occupational/career materials; (8) general studies; (9) black American bibliographies; (10) Chicano, Mexican-American, and Latin-American; (11) native American; and (12) community analysis model (annotated). The bibliography was compiled as part of a U.S. Office of Education Institute for Urban Community College Librarianship. (WH)

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# A SELECTIVE BIBLIOGRAPHY AND RESOURCE MANUAL FOR INSTITUTE IN URBAN COMMUNITY COLLEGE LIBRARIANSHIP

USOE
TITLE II-B INSTITUTE
"EDUCATION FOR LIBRARIANSHIP IN URBAN COMMUNITY COLLEGES"

**Graduate Library School**
INDIANA UNIVERSITY
Bloomington, Indiana 47401
**Institute Director: Charles Hale**
USOE OEG 0-73-5634
August 15, 1974

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NATIONAL INSTITUTE OF EDUCATION
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## INTRODUCTION

This bibliography or resource list includes only a few of the areas discussed in the USOE Institute for Urban Community College Librarianship held in the Graduate Library School, Indiana University, Bloomington, Indiana during the period August 1973 - August 1974. It like other bibliographies, will unfortunately face obsolescence either at time of publication or shortly thereafter. An honest attempt has been made to include the latest editions or revisions of titles available.

The subject areas included do have applicability and significance for a library/learning resources center in the community college setting. Many of the titles included, however, have relevance for a variety of library environments, irrespective of the particular segment of the population they serve. Included in this guide, one will find bibliographies pertaining to such subjects as:

1) A Planning & Design Bibliography for Community College Learning Resources Centers;
2) A Public Relations Bibliography for Libraries;
3) A Grantsmanship (Sources of Funding) Bibliography;
4) A Select Curriculum Bibliography for Librarians;
5) An Educational Media Bibliography;
6) A Selected Advanced Reference Sources Bibliography;
7) An Occupational/Career Materials Bibliograpy;
8) A General Studies Bibliography;
9) A Black American Bibliography of Bibliographies;
10) A Chicano, Mexican-American, and Latin-American Bibliography;
11) A Native American Bibliography;
12) An Annotated Community Analysis Model Bibliography.

The intent has solely been to provide participants with a Resource Guide which hopefully would prove useful once they are employed in a community college library/learning resources center setting. Whether its utility is realized and validated will be dependent on participant evaluation and critique to be accomplished after they have had an opportunity to exercise the training which they have received.

Charles E. Hale
USOE Institute Director

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# SELECTED BIBLIOGRAPHY FOR PLANNING AND DESIGNING COMMUNITY COLLEGE LEARNING RESOURCES CENTERS

This bibliography, as the title implies, has applicability to the experienced as well as the new, inexperienced Learning Resources Center director. Should the chief librarian or LRC director face what might seem an impossible task of designing a new LRC, or simply renovating an older facility, the titles included here would prove helpful.

SELECTED LIST OF SOURCES OF INFORMATION

RELATING TO PLANNING AND DESIGNING

COMMUNITY COLLEGE LEARNING RESOURCES CENTERS


Brawne, Michael. Libraries: Architecture and Equipment. New York: Praeger, 1970. $21.50.

Ellsworth, Ralph E. Academic Library Buildings: A Guide to Architectural Issues and Solutions. Boulder, Colo.: Colorado Associated University Press, 1973. $10.00.

_____, _____. Planning the College and University Building: A Book for Campus Planners and Architects. Pruitt, 1968.

Giles, Louise. "Planning Community College Resource Centers," American Libraries, 2(Jan. 1971): 51-4.

"Guidelines for Two-Year College Learning Resources Programs," College and Research Libraries News, 33(Dec. 1972): 305-15.

Hass, Warren J. "The Role of the Building Consultant," College and Research Libraries News, 30(July 1969): 365-68.

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Library Journal - architectural issue each year in December.
Presents critiques, list of new buildings.

Mason, Ellsworth. "Writing a Library Program," Library Journal, 91(Dec. 1, 1966): 5838-44.

Metcalf, Keyes D. Planning Academic and Research Library Buildings. New York: McGraw-Hill, 1965. $16.00.
Definitive textbook of planning academic and research library buildings.

Parker, Floyd G. and Max S. Smith. Planning Community Junior College Facilities, a look into the twenty-first century. Lansing, Mich.: Michigan State University Press, 1968.

Poole, Frazer G. and Trezza, Alphonse, eds. Procurement of Library Furnishings: Specifications, Bid Documents, and Evaluation: Proceedings. (Library Equipment Institute, New York, 1966). Chicago: American Library Association, 1969.

Schell, Harold. Reader in Library Buildings. Washington, D.C.: NCR-Microcard, 1973.

Trezza, Alphonse, ed. Library Buildings. Chicago: American Library Association, 1972. $10.00.

Available from the Library Administration Division, American Library Association, 50 East Huron Street, Chicago, Illinois:

"Building Program Statements"
List of those statement available on interlibry loan from ALA Headquarters Library.
"Interior Planning of Libraries, a bibliographic aid"
"Junior College Library Buildings, a bibliography"
"List of Library Consultants"
"Planning College and University Library Buildings - a selected bibliography"
"University, College and Junior College Buildings Folders and Slides"

# PUBLIC RELATIONS BIBLIOGRAPHY

If there is one area in which we as community college librarians need to acquire expertise, it is the public relations sector. Outstanding services and a variety of new and innovative programs are being offered in Learning Resources Centers across the nation, but for lack of public relations skills and competencies, their impact and accomplishments go unnoticed.

The community college librarian needs to cultivate closer relationships and better communications channels with the various media services in the community. Newspapers, television, and radio stations, etc. provide a communications dissemination network which can extend markedly the impact and influence of the community college library in its respective community.

This selective bibliography attempts to identify "tools of the trade" through which participants in the Institute could develop an awareness of a public relations "vocabulary" and skills which hopefully would help to eliminate the "distortion and interference" that all too frequently impede these channels of communications.

## PUBLIC RELATIONS FOR LIBRARIES

Abbott, Waldo M. and Rider, Richard L. Handbook of Broadcasting: The Fundamentals of Radio and Television. 4th ed. New York: McGraw, 1957. $10.50.

Adams, Alexander B. Apollo Handbook of Practical Public Relations: The Non-professional's Guide to News Media and Techniques. New York: Apollo, 1970. $2.65 (paper).

Angoff, Allan, ed. Public Relations for Libraries. Westport, Conn.: Greenwood Publishing Corp., 1973. $12.50.

Bernays, Edward L. Public Relations. Norman, Okla.: University of Oklahoma Press, 1970. $5.95.

Brier, Warren J. and Howard C. Heyn. Writing for Newspapers and News Services. New York: Funk & Wagnalls, 1969. $7.95.

Bundy, Mary Lee, with Sylvia Goodstein, eds. The Library's Public Revisited. College Park, Md.: University of Maryland, 1967. $3.00 (paper).

Burke, Clifford. Printing It: A Guide to Graphic Techniques for the Impecunious. New York: Ballantine Books, 1972. $2.95 (paper).

Canfield, Bertrand R. Public Relations. 5th ed. Richard I. Irwin, 1968. $11.95.

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Cutlip, Scott M. and Center, Allen H. Effective Public Relations. Englewood Cliffs, N.J.: Prentice-Hall, 1971. 4th ed. $12.50.

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Garvey, Mona. Library Displays: Their Purpose, Construction, and Use. Bronx, N.Y.: H.W. Wilson, 1969. $7.50.

Golden, Hal and Hanson, Kitty. How to Plan, Produce and Publicize Special Events. Ferry, N.Y.: Oceana, 1960. $7.50.

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Harral, Stewart. The Feature Writer's Handbook. Norman, Okla.: University of Oklahoma Press, 1966. $6.95.

Hohenberg, John. Professional Journalist: A Guide to Principles and Practices of the News Media. 3rd ed. New York: Holt, Rinehart, & Winston, Inc., 1973. $11.00.

Holman, William R. and Holman, Barbara. Library Publications. Austin, Texas: Beacham, 1965. $.25.00 (set).

Jacobs, Herbert. Practical Publicity: A Handbook for Public and Private Workers. New York: McGraw-Hill, 1964. $7.95.

Lesly, Philip, ed. Lesly's Public Relations Handbook. Englewood Cliffs, N.J.: Prentice-Hall, 1971. $17.95.

Lyle, Guy R., et al. The Administration of the College Library. 3rd ed, Bronx: N.Y.: H.W. Wilson, 1961. $9.00.

Loizeaux, Marie D. Publicity Primer. 4th ed. Bronx, N.Y.: H.W. Wilson, 1959. $2.50 (paper).

Lowrie, Jean Elizabeth. Elementary School Libraries. 2nd ed. Metuchen, N.J.: Scarecrow Press, 1970.

Melcher, Daniel and Larrick, Nancy. Printing and Promotion Handbook: How to Plan, Produce, and Use Printing Advertising and Direct Mail. New York: McGraw-Hill, 1966. 3rd. ed. $15.95.

Norton, A. Public Relations Information Sources. Management Information Guide Series, Vol. 22. Detroit: Gale Research, 1971. $14.50.

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Rice, B. Public Relations for Public Libraries. Bronx, N.Y.: H.W. Wilson, 1972. $8.50.

Sherman, Steve B. ABC's of Library Promotion. Metuchen, N.J.: Scarecrow Press, 1971. (bibliography). $5.00.

Stahr, John. Write to the Point: The Byoir Style Book for Press Material. New York: Macmillan, 1969. $5.95.

Stephenson, Howard, ed. The Handbook of Public Relations. 2nd ed. New York: McGraw-Hill, 1970. $25.50.

Wallace, Sarah L., ed. Friends of the Library: Organizations and Activities. Chicago: American Library Association, 1962. $2.50 (paper).

Young, Virginia G. The Library Trustee: A Practical Guidebook. 2nd ed. New York: Bowker, 1969. $9.95.

## PUBLIC RELATIONS SERVICES

Library Publicity Clippings, P.O. Box 742, Santa Ana, California 95702. Ten packets a year. Subscription based on library budget. The monthly packets include a newsletter, news releases incorporating book annotations, newspaper fillers, radio spot announcements, and a poster.

Library Service Information Monthly. Public Relations Planner, South Center Station, P.O. Box 9132, Denver, Colorado 90209. Complete Service (September-May), $90 a year. Letter only $18 a year with purchase of a minimum of two packets a year at $9 each. Catalog lists materials from past mailings which may be ordered separately.

National Library Week, 1 Park Avenue, New York, New York. Organization Handbook always available in time for National Library Week. Forty cents each.

Public Relations Reporter. Public Relations Office, American Library Association, 50 East Huron Street, Chicago, Illinois 60611. Monthly. Subscription $8.00 per year. Back issues (first issue January, 1963), 75 cents each. The eight page newsletter includes general public relations articles, information on library activities, sample news releases and radio-TV spot announcements.

Public Relations Section of ALA's Library Administration Division. Publishes leaflets on publications, exhibits, radio-TV programs, and related subjects. For single copies and prices, write to the Executive Secretary, LAS, American Library Association, 50 East Huron Street, Chicago, Illinois 60611.

## BULLETIN BOARD/DISPLAY AIDS

Art Ideas for All Seasons. Darien Conn.: Teachers Publishing Co., 1959. $1.35.

Better Bulletin Boards (Film). 16mm (11 mins.). Bloomington, Ind.: Audiovisual Center, Indiana University, 1956.

Bulletin Boards for Holidays and Seasons. San Francisco, Calif.: Fearon Publishers, 1959. $1.50.

Bulletin Boards: An Effective Teaching Device (Film). 16mm (11 mins.) Santa Monica, Calif.: BFA-Educational Media, 1956.

Bulletin Boards and Display: Planning the Bulletin Board; Bulletin Boards in Action. (Filmstrips). Santa Monica, Calif.: BFA-Educational Media, 1965. $7.25 ea., 2 for $14.00.

Coplan, Kate. Guide to Better Bulletin Boards. Dobbs Ferry, N.Y.: Oceana Publications, 1970.

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Hein, Robert A. Easy Bulletin Boards. Cleveland: Easy Bulletin Boards, 1959.

Hoen, George. Bulletin Boards. New York: Van Nostrand Reinhold. Co., 1962.

Jones, Linda H. Easy Bulletin Boards for Libraries. Minneapolis: T.S. Denison, 1970.

Lee, Carvel. The Library Bulletin Board Guide. Minneapolis: T.S. Denison, 1965.

Linker, Jerry. Instructional Display Boards. Austin, Texas: IMC, University of Texas, 1968.

Lockridge, J. Preston. Better Bulletin Board Displays. Austin, Texas: Visual Instruction Bureau, University of Texas, 1965.

_____, _. _____. Educational Displays and Exhibits. Austin, Texas: Visual Instruction Bureau, University of Texas, 1966.

Martin, May. Bulletin Board Creations. Wichita, Kansas: Library Media Productions, 1969.

More Classroom Posters and Decorations. Darien, Conn.: Teachers Publishing Company, 1955. $1.25.

Randall, Reino and Haines, Edward C. Bulletin Boards and Display. Worchester, Mass.: Davis Publications, Inc., 1962.

# GRANTSMANSHIP MATERIALS BIBLIOGRAPHY

In a period of spiraling costs, inflation, curtailment of federal appropriations to libraries, and a general decline in student enrollments in institutions of higher education, the need for sources of additional funding to render quality library programs and services is readily apparent. The gravity of the situation is vividly apparent in library literature where we witness announcements of staff reductions, curtailment of programs. and reduced hours of operation, in ever-increasing numbers.

With the passage of PL 92-512 (The General Revenue Sharing Law) on October 20, 1972, libraries fortunately or unfortuantely (depending on how one views this measure) have been thrown into a "political arena" which offers new challenges and requires additional skills if positive outcomes are to result.

This bibliography speaks to the private, philanthropic sector as a source of additional financial resources and identifies titles which hopefully will improve one's ability to deal effectively with foundations and private funding sources.

## GRANTSMANSHIP MATERIALS

Alderson, Wm. T., Jr. Securing Grant Support: Effective Planning and Preparation. (Dec. 1972) American Association for State and Local History, 1315 8th Avenue S., Nashville, Tenn. 37203. Technical Leaflet #62, 12 pp. $.50.

Allen, Yorker, Jr. "How Foundations Evaluate Requests," adapted from an address at "The Conference on Voluntary Giving for American Christian Institutions." The Foundation Center, 888 7th Avenue, New York, N.Y. 10019. 5 pp.

Andrews, F. Emerson. "Applications for Grants," from Philanthropic Foundations (1956); Russell Sage Foundation, 24 pp. $10.00.

_____, _____. Corporation Giving. New York: Russell Sage Foundation, 1952.

_____, _____. Philanthropic Giving. New York: Russell Sage Foundation, 1950.

Annual Register of Grant Support. 1960- . Orange, N.J.: Academic Media, 1969-. (Annual).

Church, David M. Seeking Foundation Funds. New York: National Public Relations Council of Health and Welfare Services, Inc., 1966. 39pp. $2.25.

Coleman, John E. "Preparation of a Budget," (1968) in Kappa Delta Pi Record. 2pp.

Cooley, Charles A. Fund Raising for the Private School; the Foundation Approach. Cohasset, Mass.: Independent School Consultants, 1964-66. 2 v.

Dermer, Joseph, ed. How to Get Your Fair Share of Foundation Grants. New York: Public Service Materials Center, 1973. 143pp. $24.50.

_____, _____, ed. How To Raise Funds from Foundations. New York: Public Service Materials Center, 1972. 64 pp. $8.50.

_____, _____, ed. How to Write Successful Foundation Presentations. New York: Public Service Materials Center, 1970. 64 pp. $8.50.

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Fellows, Margaret. How to Raise Funds by Mail. New York: McGraw-Hill, 1950.

Gamble, Charles W. How to Raise Money. New York: Association Press, 1942.

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Goldstein, Harris K. "Guidelines for Obtaining Funds for Training Services and Research," Social Caseworker, January 1968.

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Greene, Jon S., ed. Grantsmanship - Money and How to Get It. Orange, N.J.: Academic Media, 32 Lincoln Ave., 1973. 27pp. $5.00.

Hall, Mary. Developing Skills in Proposal Writing. Office of Federal Relations, Extension Hall Annex, University Campus, Corvallis, Oregon 07331. 1971. 194pp. $10.00.

Hill, William J. A Comprehensive Guide to Successful Grantmanship. Grant Development Institute, 2552 Ridge Road, Littleton, Colorado 80120. 1972. 89pp. $24.00.

Hunter, T. Willard. The Tax Climate for Philanthropy. Washington, D.C.: American College Public Relations Association, 1968.

Johnson, Stewart A. The Grant Proposal: A Guide for Preparation. (Grant Data Quarterly Select Report No. 1) Academic Media, Inc., 10835 Santa Monica Boulevard, Los Angeles, Calif. 90025. 12pp.

MacIntyre, Michael. How to Write a Proposal. Volt Information Sciences, Inc., 1828 L Street, N.W., Room 1107, Washington, D.C. 20036. 1971. 55pp. $3.95.

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Merritt, Doris H. Grantmanship. Office of Sponsored Programs, 1219 West Michigan St., Indianapolis, Ind.. 1970. 22pp.

Mirkin, Howard. The Complete Fund Raising Guide. New York: Public Service Materials Center, 104 East 40th St. 10016. 1972. 159pp. $12.50.

The 1972-73 Survey of Grant-Making Foundations with Assets of Over $500,000 or Grants of over $25,000. New York: Public Service Materials Center, 63 pp. $7.95.

Office of Research Administration. A Guide for Writers or Research Proposals. Ann Arbor, Mich.: The University of Michigan, 1971. 16pp.

Overlan, S. Francis. Federal Grants: Some Practical Notes on Getting and Spending. (Grant Data Quarterly Select Report Number 2). Los

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Pattillo, Manning M. "Preparing the Foundation Proposal," excerpts from address - full text published in Understanding Foundation Support for Higher Education, edited by Leo C. Muller. The Foundation Center. 6pp.

Philanthropic Foundations in the United States. New York: The Foundation Center, 1969.

Phillips, Edgar M. Fund Raising Techniques. London: Business Books, 1964.

Urgo, Louis and Robert Corcoran. A Manual for Obtaining Foundation Grants. Boston: Robert Corcoran Co., 1971.

"What Makes a Good Proposal?" Foundation News, Vol. 14, No. 1 (Jan/Feb 1973).

# SELECT CURRICULUM BIBLIOGRAPHY FOR LIBRARIANS

Community college librarians are, and need to be, involved in the educational planning and/or curriculum development of the institutions of which they are an integral part. Librarians, however, rather than merely sitting on curriculum committees, need to be aware of curriculum trends, learning theories, and instructional developments as they pertain to the community college. For these reasons, this bibliography identifies a selected number of titles which could markedly enhance one's knowledge in this area.

## SELECT CURRICULUM BIBLIOGRAPHY

Bloom, B.S. Taxonomy of Educational Objectives - The Classification of Educational Goals. Vol. 1: "Cognitive Domain." New York: McKay, 1966.

Cohen, Arthur M. A Constant Variable. San Francisco: Jossey-Bass, 1971. (Chapter 8 - discusses curriculum of junior college).

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Forehand, Garlie A. "An Evaluation System for Curriculum Innovation," Teachers Record (May 1971).

Goodland, J.I. and Richter, M.N., Jr. The Development of a Conceptual System for Dealing with Problems of Curriculum and Instruction. Los Angeles: Institute for Development of Educational Activities, University of California, 1966.

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Harrisburg Area Community College. Meeting the Changing Needs of Students: Curriculum Development. Monograph 2. Harrisburgh, Pa., 1970. (ED 038 136).

Johnson, B. Lamar. "California Junior College Curriculum Development," Los Angeles, California.

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Krathwohl, D.R., Bloom, B.S., and Masia, B.B. Taxonomy of Educational Objectives: The Classification of Educational Goals. Vol. 2 "Affective Domain." New York: McKay, 1956.

Mager, R.F. Preparing Instructional Objectives. Belmont, Calif.: Fearon, 1962.

Mayhew, L.B. and Ford, P.J. Changing the Curriculum. San Francisco: Jossey-Bass, 1971.

Rahmlow, Robert. Specifying Useful Instructional Objectives.

Thornton, James W., Jr. The Community Junior College. New York: John

Wiley & Sons, Inc., 1970. (Chapter 12 has good information on vocational/technical curriculum design)

Tyler, R.W. Basic Principles of Curriculum and Instruction. Chicago: University of Chicago Press, 1950.

Zimmer, Robert S. "Opportunity for Learning," Junior College Journal (April 1970): 48-56.

# SELECTIVE EDUCATIONAL MEDIA BIBLIOGRAPHY

A learning resources center is a term which has evolved and denotes a library of all educational resources, print and nonprint, created to facilitate learning. In the community college environment, the library as regards non-print educational media, has witnessed a phenomenal growth. Video-cassettes, audio-cassettes, games and learning simulations, kits, and programmed/individualized learning packages have necessitated the acquisition of skills and competencies, the establishment of policies and procedures, to which any community college librarian can attest.

This bibliography identifies titles and tools of utility in the acquisition, selection, processing, and circulation of these materials. Before too long, we hopefully may have a tool similar to Books In Print which will provide us with bibliographic control of this material, which appropriately might be entitled Non-Book Materials In Print. Until that time comes, lists similiar to this bibliography will have to suffice and which unfortunately can not be all-encompassing in scope.

## SELECTIVE EDUCATIONAL MEDIA BIBLIOGRAPHY

Abrams, Nick, ed. Audio-Visual Resource Guide. 9th ed. New York: Friendship Press, 1972. $8.95.

Allison, Mary L. New Educational Materials. New York: Citation Press, 1967-69. (2 vols.)

American Film Festival Guide. Education Film Library Association, Inc. 17 W. 60th Street, New York, N.Y. 10023. (Annual) 1959-1967, $1.00. 1968-1972, $2.00. Cumulative Index, 1959-1963, $.50.

Bibliography of Non-Print Instructional Materials on the American Indian. Provo, Utah: Brigham Young University Printing Service, 1972.

Blue Book of Audiovisual Materials (last edition, 47th ed.) AV Guide, 434 S. Wabash Avenue, Chicago, Ill. 60605. 1972 (The annual appears in the December issue of AV Guide. This journal, however, changed format in early 1973 to a two page newsletter, therefore the "Blue Book" issue may see radical changes for 1974.)

Catalog of Recorded Visual Instruction . Great Plains National Instructional Television Library, University of Nebraska, Lincoln, Nebraska 68508.

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CINE/GOLDEN EAGLE FILM AWARDS. Council on International Nontheatrical Events, 1201 Sixteenth St., N.W., Washington, D.C. 20036. 1973. Published annually since 1958.

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Drug Abuse Films. (latest ed.) National Coordinating Council on Drug Education, Suite 212, 1211 Connecticut Ave., N.W.,Washington, D.C. 20036.

Educational Media Yearbook. James W. Brown, ed. 2nd ed. New York: R.R. Bowker, Fall 1974. Revised annually.

Educational Sound Filmstrip Directory. Compiled and distributed by DuKane Corporation, Audio-Visual Division, St. Charles, Ill. 60174. (latest ed.) Free.

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and Mary F. Horkheimer. (latest ed., 1973) Educators' Progress Service, Randolph, Wisc. 53936. Revised annually.

Educators Guide to Free Guidance Materials. Compiled and edited by Mary H. Saterstrom and Gail F. Farwell. (latest ed., rev. 12th ed.) Educators Progress Service, Randolph, Wisc. 53936., Sept. 1973. Revised annually.

Educators Guide to Free Health, Physical Education, Recreation Materials. Compiled and edited by Foley A. Hirkheimer and Louis E. Alley. Rev. 6th ed. Educators Progress Service, Randolph, Wisc. 53936. Aug. 1973. Revised annually. $9.00.

Educators Guide to Free Science Materials. Compiled and edited by Mary H. Saterstrom and John W. Renner. Rev. 14th ed. Educators Progress Service, Randolph, Wisc. 53936. Aug. 1973. Revised annually. $9.50.

Educators Guide to Free Social Studies Materials. Edited by Patricia H. Suttles and William H. Hartley. Rev. 13th ed. Educators Progress Service, Randolph, Wisc. 53936. Aug. 1973. Revised annually. $10.50.

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Educator's Purchasing Guide. Rev. 6th ed. Philadelphia, Pa.: Educator's Purchasing Guide, 1974.

Educator's Purchasing Master. 3 vols. Vol. 1 General: Equipment, Supplies, Service; Vol. 2 Audio-Visual; Vol. 3 Publishers. Colorado: Fisher Publishing Co. Annuals.

Educator's Purchasing Master 2 vols. Vol. 1 Instructional Materials; Vol. 2 Instructional Equipment. Colorado: Fisher Publishing Co. Annual.

EFLA Evaluations. Educational Film Library Association, Inc., 17 W. 60th St., New York, N.Y. 10023. 1948- to date. (Available to members only.)

8mm Film Directory. Compiled and edited by Grace A. Kone. Published by Educational Film Library Association, Inc. Available from Comprehensive Service Corporation, 250 W. 64th St., New York, N.Y. 10023. 1969. $10.50.

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Index to Black History and Studies-Multimedia. National Information Center for Educational Media, University of Southern California, University Park, Los Angeles, Calif. 90007. 1971. $9.50.

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Schwann Record and Tape Guide - 1. Monthly. Schwann Record and Tape Guide - 2. Semi-annual. W. Schwann, Inc., 137 Newbury St., Boston, Mass. 02116. Available in some 3800 record shops in the U.S. and in 38 foreign countries. (Apply to publisher for a list of dealers who solicit subscriptions, if unavailable locally.)

Selected Free Materials for Classroom Teachers. By Ruth H. Aubrey. 4th ed. Fearon Publishers, Belmont, Calif. $2.25.

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Audio. 1947- . North American Publishing Co., 134 N. Thirteenth St., Philadelphia, Pa. 19107. Monthly. $5.00.

Audio-Visual Communications. (Formerly: Film Audio Visual Communications) United Business Publications, 200 Madison Ave., New York, N.Y. 10016. Monthly. $8.00.

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AV Guide: The Learning Media Magazine. 1972- . 434 S. Wabash Ave., Chicago, Ill. 60605. Monthly. $6.00. (Formerly Educational Screen/A-V Guide)

The Booklist. 1905- . American Library Association, 50 E. Huron St., Chicago, Ill. 60611. Semimonthly (Except one issue in August) $15.00.

Business Screen. 1938- . Harcourt Brace Jovanovich Publications, Inc. 757 Third Ave., New York, N.Y. 10017.

Consumer Reports: Buying Guide Issue. Mount Vernon, N.Y.: Consumers Union. Annual.

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Educational Broadcasting Review. (Formerly NAEB Journal). 1941- . National Association of Educational Broadcasters, Ohio State University, 2400 Olentangy River Rd., Columbus, Ohio 43210. Bimonthly. $7.50.

Educational Media 1969- . Educational Media Publishing Co., 1015 Florence St., Fort Worth Texas, 76102. Monthly (9 issues per year). $10 to nonqualified subscribers. $1 per issue.

EPIE (Educational Product Report). (Formerly EPIE Forum) 1967- . Educational Products Information Exchange, 463 West St., New York, N.Y. 10014. Monthly. September-June. $40.00.

Educational Technology. 1961- . Educational Technology Publications, Inc., 140 Sylvan Ave. Englewood Cliffs, N.J. 07632. Monthly. $21.00.

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Film Library Quarterly. 1967-68. Film Library Information Council, Box 348 Radio City Station, N.Y. 10014. Quarterly. Membership. (Nonmembers $8.00)

Film News: The International Review of AV Materials and Equipment. 1939- . Rohama Lee, 250 W. Fifty-seventh St., New York, N.Y. 10019. Bimonthly. $6.00.

High Fidelity. 1951- . Billboard Publications, Inc., 165 W. 46th St., New York, N.Y. 10036. Monthly. $7.95.

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Instructor. 1891- . Instructor Publications, Inc. 7 Bank St., Dansville, N.Y. 14437. Monthly (Sept. - June) $7.00.

Library Journal. 1876- . New York: R.R. Bowker. Semi-monthly Sept. through June, monthly July and August. $16.20.

Media and Methods. 1965- . North American Publishing Co., 134 N. Thirteenth St., Philadelphia, Pa. 19107. Monthly (Sept.-May). $7.00.

Modern Media Teacher. 1969- . George A. Pflaum, 33 W. Fifth St., Dayton, Ohio 45402. Bimonthly during the school year. $5.00.

NALLD Journal. (Formerly NALLD Newsletters) 1968- . National Association of Language Laboratory Directors, Middlebury College, Sunderland Hall, Middlebury, Vt. 05753. Quarterly. $6.00(Voting members) $9.00 (Library subscription).

Newsletter, Great Plains National Instructional Television Library, Universtiy of Nebraska, Lincoln, Neb. 68505. Not always monthly. Apply.

NIT Newsletter. (Formerly NCSCT News) National Instructional Television Center, Box A, Bloomington, Ind. 47401. Five issues per year September through May. Apply.

Notes. 1943- . Music Library Association, 343 S. Main St., Room 205, Ann Arbor, Mich. 48108. Quarterly. Membership (nonmembers $10.00, institutions $15.00.)

Preview. 1965- . Audio-Visual Center, FIeld Services, Indiana University, Bloomington, Ind. 47401. Quarterly. Apply.

LJ/SLJ Previews. 1972- . R.R. Bowker Co., 1180 Avenue of the Americas, New York, N.Y. 10036. Subscribers to Library Journal and School Library Journal $2.50; all others, $5.00, Monthly (Sept.-May).

Scholastic Teacher. 1946- . Scholastic Magazines, Inc., 50 W. 44th St., New York N.Y. 10036. Weekly during the school year with monthly supplements. $4.95.

School Library Journal. R.R. Bowker Co., 1180 Avenue of the Americas, New York, N.Y. 10036. Monthly. (Sept. through May). $7.00. Published also as a part of the Library Journal mid-month issue.

School Media Quarterly. (Formerly School Libraries) 1952- . American Association of School Librarians, 50 E. Huron St., Chicago, Ill. 60611. Quarterly. Membership.

School Product News. 1962- . Industrial Publishing Co., 614 Superior Ave, W. Cleveland, Ohio 44113. Monthly Free to school and college executives and administrators, $12.00 to others.

Sightlines. (Formerly by merger of EFLA Bulletin and Filmlist and Film Review Digest) 1967- . Educational Film Library Association, Inc., 17 W. Sixtieth St., New York, N.Y. 10023. $12.00. 5/yr.

Stereo Review. (Formerly HiFi Stereo Review) 1958- . Ziff-Davis Publishing Co., One Park Avenue, New York, N.Y. 10016. Monthly. $7.00.

Videorecord World. 1971- . Playback Publishing Ltd, Box A-Z, Irvine, Calif. 92664. Monthly. $18.00.

## III. EQUIPMENT DIRECTORIES, INFORMATION SOURCES, AND MATERIALS PREPARATION AIDS

Audio-Visual Equipment Directory. 19th ed. National Audio-Visual Assoc., Inc., 3150 Spring St., Fairfax, Va. 22030. $10.00. ($9.00 with check).

Audiovisual Literatures Packet. Code No. U-915 Dept. 454, Eastman Kodak Co., Rochester, N.Y. 14650. $3.00.

Audiovisual Market Place: A Multimedia Guide, 1974-75. 5th ed. R.R. Bowker, Co., 1180 Avenue of the Americas, New York, N.Y. 10036. 1974. Hard-cover $18.50, soft-cover $9.50.

Audiovisual Planning Equipment, Kodak Pamphlet No. S-11. Motion Picture and Education Markets Division, Eastman Kodak Co., Rochester, N.Y. 14650. 9p. 1969. 15¢.

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Audio-Visual Membership Directory. National Audio-Visual Assoc., Inc. 3150 Spring St., Fairfx, Va. 22030. Single copy free.

Better Communications Through Tape. Magnetic Products Division, 3M Co., St. Paul, Minn. 55101. 30p plus tear-outs. 1968. Single copy free.

Effective Lecture Slides, Kodak Pamphlet No. S-22. Motion Picture and Education Markets Division, Eastman Kodak Co., Rochester, N.Y. 14650. 8p. 1969. 15¢.

Educator's Purchasing Guide. North American Publishing Company, 134 North 13th St., Philadelphia, Pa. 19107. Rev. 6th ed. 1974. $29.50.

Gropper, George Leonard. Criteria for the Selection and Use of Visuals in Instruction: A Handbook. Englewood Cliffs, N.J.: Educational Technology Publications, 1972. $18.95.

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Minor, Edward and Harvey R. Frye. Techniques for Producing Visual Instructional Media. New York: McGraw-Hill, 1970. 305p. $9.50.

Morrissy, George I. Effective Business and Technical Presentations. Reading, Mass.: Addison-Wesley Publishing Co., 1968. 143p. $4.95.

Motion Picture TV and Theatre Directory. Motion Picture Enterprise Publications, Inc., Tarrytown, N.Y. 10581. Published semi-annually in Spring and Fall. $2.50.

Movies with a Purpose, Kodak Publication NO. V-113. Motion Picture and Education Markets Division, Eastman Kodak Co., Rochester, N.Y. 14650. 28p. 1968. 15¢.

Murgio, Matthew P. Communications Graphics. New York: Van Nostrand Reinhold Co., 1969. 240p. $25.00.

Nelms, Henning. Thinking with a Pencil. New York: Barnes and Noble, Inc., 1964. $2.75.

Planning and Producing Visual Aids, Kodak Pamphlet No. S-13. Motion Picture and Education Markets Division, Eastman Kodak Co., Rochester, N.Y. 14650. 16p. 1969. 25¢.

PMI Products and Services Directory. Gallert Publishing Corp. 33 W. 60th

St., New York, N.Y. 10023. Published annually. $1.00.

Producers Manual. Magnetic Products Division, 3M Co., St. Paul, Minn. 55101. 43p. 1968. Single copy free.

Producing Slides and Filmstrips, Kodak Publication No. S-8. Motion Picture and Education Markets Division, Eastman Kodak Co., Rochester, N.Y. 14650. 56p. 1969. $1.75.

Professional Handbooks. Instructional Media Center, The University of Texas at Austin, Drawer W., University Station, Austin, Texas 78712.

"A Resource List of Information About Media Production," Audiovisual Instruction (April 1974, p. 37-45; May 1974, p. 53-66; June/July 1974, p. 89-101).

Spear, James. Creating Visuals for TV, Publication No. 381-11990. National Education Assoc, 1201 Sixteenth St., N.W., Washington, D.C. 20036. 48p. 1962. $1.50.

Training in Business and Industry. Gallert Publishing Corp., 33 W. 60th St., New York, N.Y. 10023. Monthly. $10.00.

Videocassette Industry Guide. Videocassette Industry Information Service, Syntredyne, Suite 3, 4731 Laurel Canyon Blvd., North Hollywood, Calif. 91607. $15.95.

Wide-Screen/Multiple-Screen Presentations, Kodak Pamphlet No. S-28. Motion Picture and Educationa Markets Division, Eastman Kodak Co., Rochester, N.Y. 14650. 16p. 1969. 25¢.

## V. PROFESSIONAL ASSOCIATIONS

American Library Association (ALA), 50 E. Huron St., Chicago, Ill. 60611.

Association for Educational Communications and Technology (AECT), 1201 Sixteenth St., N.W., Washington, D.C. 20036.

Educational Film Library Association (EFLA), 17 W. Sixtieth St., New York, N.Y. 10023.

Educational Media Council, Inc. (EMC), 1346 Connecticut Ave., N.W., Washington, D.C. 20036.

Film Library Information Council (FLIC), 17 W. Sixtieth St., New York, N.Y. 10023. Chairman, Board of Directors, Monroe County Library System, N.Y.

National Association for Educational Broadcasters (NAEB), 1346 Connecticut Ave., N.W., Washington, D.C. 20036.

National Association for Industry-Education Cooperation (NAIEC). For information contact A.P. Horkheimer, Educators Progress Service, Randolph, Wisc. 53956.

National Society for Programmed Instruction (NSPI), Trinity University, 715 Stadium Drive, San Antonio, Texas 78212.

National Association of Language Laboratory Directors (NALLD), Box E, Brown University, Providence, R.I. 02192.

University Film Association (UFA), Audiovisual Center, Dartmouth College, Hanover, N.Y. 03755.

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Association for Educational Communications & Technology. The Message is You, by Mack R. Roure et al. Washington, D.C.: AECT, 1971.

Foerster, Marion K. "A Selected Bibliography of Media Indexes," Audiovisual Instruction (April 1973): 41-2.

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Rufsvold, Margaret and Carolyn Guss. Guides to Educational Media. 3rd. ed. Chicago: American Library Association, 1971.

# SELECTED ADVANCED REFERENCE SOURCES BIBLIOGRAPHY

An innovative aspect of this Institute was the development of an Advanced Reference Course specifically designed for the community college library. Titles found in thie bibliography are for the most part titles not covered in a basic reference course which participants were required to take. These titles would most likely be found in a large community college physically located in an urban setting.

This bibliography includes titles recommended for the community college sector, or which tend to be of such utility that their inclusion seemed essential. It is our belief that if differences of opinion exist, the primary fault is one of omission rather than commission. Not intended as a complete and definitive list of all reference titles that might be found in the community college library, it represents a select list of titles for possible selection and acquisition.

## SELECTED ADVANCE REFERENCE SOURCES BIBLIOGRAPHY

### I. BUSINESS SOURCES

BIBLIOGRAPHIES AND INDEXES

Business Periodicals Index. 1958- . New York: H.W. Wilson. Monthly and cumulative.
Subject index to 168 business periodicals, mostly American. From 1913 to 1957 some of the titles were indexed in Industrial Arts Index.

Doris, Lillian and Miller, B.M. Complete Secretary's Handbook. 3rd. ed. Prentice-Hall, 1970.
General secretarial techniques, letter writing, record handling, information sources, and miscellaneous facts and figures.

F and S Index of Corporations and Industries. Cleveland: Funk and Scott, 1960- . Weekly.
Indexes articles from newspapers and journals. Cumulates quarterly and annually.

Graham, Irving. Encyclopedia of Advertising. Fairchild Publications, 1969.
All aspects of the business, including technical printing and media terms.

Poor's Register of Corporations, Directors, and Executives, United States and Canada. 1928- . New York: Standard and Poor. Annual. Supplements three times per year.

Thomas's Register of American Manufacturers. New York: Thomas Publishing Co., 1905- . Annual.
The standard American buyer's guide has listings by manufacturers, products, and trade name.

Wall Street Journal Index. Dow Jones & Company, Inc.
Access to the leading daily newspaper of the finance and business world.

Wasserman, Paul, et al. Encyclopedia of Business Information Sources: A Detailed Listing of Primary Subjects of Interest to Managerial Personnel with a Record of Sourcebooks, Periodicals, Organizations, Directories, Handbooks, Bibliographies, and Other Sources of Information on Each Topic. Detroit: Gale, 1970. 2 vols.
Vol. I: General Sources; Vol. 2: Geographic Sources.

YEARBOOKS, BUSINESS SERVICES

Moody's Manual of Investments, American and Foreign. 1909- . New York: Moody's Investors Service. Semi-weekly. Annual. Loose-leaf.
Types of investments handled in separate volumes are industrial,

municipal and government, public utilities, transportation, and banks and finance. It includes a brief history of each company, describes its plants and products, lists its officers, and gives financial information such as balance sheets and dividend records.

INCOME TAX GUIDES

Commerce Clearing House. U.S. Master Tax Guide. Chicago: Commerce Clearing House, 1933- . Annual.

Lasser, J.K. Tax Institute. Your Income Tax. New York: Simon & Schuster, 1940- . Annual.

The U.S. Master Tax Guide is the more comprehensive of the guides for preparing federal income tax forms and contains more information on tax problems of corporations, partnerships, estates, etc. Lasser is more elementary.

MISCELLANEOUS

Besides the Census of Business (Govt. Pub. Census Alcove) and the Census of Manufacturers (Govt. Pub. Census Alcove), the U.S. Government issues other much used sources including the following:

Federal Reserve Bulletin. Banking and monetary statistics.

Monthly Labor Review. Employment, earnings, consumer price index, etc.

Survey of Current Business. General business indicators, commodity prices, construction, real estate, etc. Biennial statistical supplement is Business Statistics.

## II. HEALTH CARE SOURCES

DICTIONARIES AND HANDBOOKS

Anatomy of the Human Body.
The ubiquitous Gray's anatomy.

Black's Medical Dictionary.
General work compiled in Britain. Includes practical material on first-aid, symptoms, effects of drugs for popular use.

Bredow, Miriam. The Medical Assistant. New York: McGraw-Hill, 1970.
Ms. Bredow is a specialist in health-care support skills and writes for the medical assistant-to-be.

Frenay, Sister Agnes Clare. Understanding Medical Terminology. 4th ed. St. Louis: The Catholic Hospital Association, 1969.
"A practical manual for those who must have a working knowledge of medical terminology." The orientation is to disorders.

The Merck Index: An Encyclopedia of Chemicals and Drugs. Rahway, N.J.: Merck and Co., 1968.
Very complete technical work essential to pharmacy. Includes medical and veterinary use of substances where applicable.

Stedman's Medical Dictionary. 22nd ed. Baltimore: Williams and Wilkins, 1972.
One of the standard works, illustrated, with a section on medical etymology and several appendices containing information in tabular form.

## INDEXES AND ABSTRACTING SERVICES

Clark, Randolph L. The Book of Health: A Medical Encyclopedia for Everyone. Van Nostrand, 1962.
Popular, but full of valuable medical information, copiously illustrated.

Directory of Medical Specialists. 15th ed. Chicago: Marquis Who's Who, Inc., 1972-73. 2 vols.
Within each specialty, this directory lists doctors by community. Professional boards are listed, also.

dsh Abstracts. Washington, D.C.: Deafness and Hearing Publications, Inc. Quarterly.
Non-critical abstracts of articles in all major languages pertinent to hearing and speech. Author index.

Index Medicus. U.S. National Library of Medicine.
The basic indexing service for the field.

## MISCELLANEOUS

American Medical Association. Council on Medical Education. Allied Medical Education Directory, 1972. Chicago: AMA, 1972. 324p. $2.00.
A directory to the approved programs of AMA by occupation. Each includes description of occupation, education required, certification, registration and licensing provisions and essentials of approved educational programs. Approved programs listed are in universities, junior and community colleges, as well as in hospitals and specialized schools.

Bredow, Miriam. Medical Secretary: Office Procedure and Practice. McGraw-Hill.

Cumulative Index to Nursing Literature. (Glendale Sanitarium and Hospital Publishing Society) and International Nursing Index (American Journal of Nursing Company) are the two nursing indexes included by Peggy Sullivan in the Bibliography for Vocational-Technical Programs in Community Colleges.

Dental Abstracts and Index to Dental Literature (American Dental Association) are also listed by Sullivan. (See above)

Mosby Editorial Panel, eds. Mosby's Comprehensive Review of Nursing. Practical guide to the skills and terminology required of the R.N. This publisher is a specialist in the field and publishes other works for practical nursing, etc.

Seedor, Marie M. Programmed Instruction for Nursing in the Community College. Columbia University, 1963.
The title speaks for itself, but note date.

## III. HUMANITIES SOURCES

### FINE ARTS

The Focal Encyclopedia of Photography. Focal Press (Distributed by Macmillan), 1966.
The newer edition contains three parts: a dictionary of terms, an encyclopedia of aesthetic theory, and a technical history.

Greer, Roger C. Illustration Index, 1973.
A continuation of Illustration Index, 1966. (See below).

Janson, Horst W. and Dora J. Janson. History of Art. New York: Prentice-Hall and Abrams, 1969.
Superb narrative - especially on major periods of western art.

McGraw-Hill Dictionary of Art. 5 vols.
Contains information about painters, sculpters, architects, industrial designers, and decorative artists from all periods and countries, including the non-Western world. Also articles of styles, techniques, periods, cities, buildings, museums, and definitions.

The Official Museum Directory, United States, Canada, 1971. American Association of Museums and Crowell-Collier Educational Corp.
Information on 6,657 institutions of art, history, and science. Basic arrangement geographical.

Vance, Lucille E. and Tracey, Esther M. Illustration Index, 1966.
Covers illustrations which appeared between 1950 and 1963 of over 10,000 different subjects.

### MUSIC AND DANCE

Chujoy, A. and Manchester, P. W. The Dance Encyclopedia. New York: Simon and Schuster, 1967.
Illustrated with long signed articles on major aspects of dance.

Grove's Dictionary of Music and Musicians.
The standard English encyclopedia covering music from 1450. Includes musical history, theory, terms, biographies, songs, etc.

Roxon, Lillian. Rock Encyclopedia.
Entries for rock groups and individual performers with listings of albums and single recordings; some brief articles on rock music and the rock era.

## PHILOSOPHY, RELIGION, AND MYTHOLOGY

Bulfinch, Thomas. Bulfinch's Mythology. 2nd ed., revised, Crowell, 1970.
Narratives of the major mythologies of the West with some Egyptian, Northern, and Oriental mythology. A combined dictionary-index is included.

Encyclopedia of Religion and Ethics.
Articles on all religions, ethical systems, religious beliefs, and customs, philosophical ideas, moral practices, and related subjects,; e.g., psychology, economics, sociology, anthropology, mythology, folklore, and biology. Also includes names of persons and places connected with any of these subjects.

Magill, Frank. Masterpieces of World Philosophy in Summary Form.
Two hundred essay-reviews of philosphical works from Anaximander to the present day.

## SPEECH AND THEATER

Ottemiller, John Henry. Ottemiller's Index to Plays in Collections.
Scarecrow, 1971.
Indexes 2,536 different plays from anthologies published between 1900 and 1970.

Oxford Companion to the Theatre.
Companion to the play house intended for those who would rather see than read a play, emphasizing theater as a performing art. International in scope, covering all periods of history.

Speech Index.
Guide to speeches of famous orators from the earliest times to the present day. Includes entries by speaker, subject, and type of speech.

## MOTION PICTURES

American Movies Reference Book: The Sound Era.
Includes a brief history of the American film industry, brief biographies and complete listings of English-language films for

over 600 actors, complete cast and credits for over 1,000 American sound films.

Filmgoer's Companion.
A handbook including brief biographies of living and deceased actors and principal directors, producers, musicians, writers, and photographers. The emphasis is on Britain and Hollywood but important foreign films and personalities are also included.

## IV. SCIENCE SOURCES

The AAAS Science Book List. 3rd ed. Washington, D.C.: American Association for the Advancement of Science, 1970.
A selected and annotated list of science and mathematics books for secondary school students, college undergraduates, and non-specialists.

Altman, Philip L. Biology Data Book. 2nd ed. Washington, D.C.: Federation of American Societies for Experimental Biology, 1972.
A classified volume of tables, with lists of references following each table. For a copiously illustrated biology source see the Concise Color Encyclopedia of Nature.

American Institute of Physics. Checklist of Books for an Undergraduate Physics Library. New York: The Institute, 1962. (o.p.)
Actually two lists, divided by frequency of mention by institutions.

American Men and Women of Science: The Physical and Biological Sciences. 12th ed. New York: Jacques Cattell Press, 1971.
In 6 volumes covering living scientists in the U.S. and Canada.

Asimov, Isaac. Asimov's Guide to Science. rev. ed. New York: Basic Books, 1972.
A copiously illustrated narrative with a short bibliography of suggested further readings. Formerly The New Intelligent Man's Guide to Science.

Besancon, Robert M., ed. The Encyclopedia of Physics. Van Nostrand, 1966.
A 2nd edition is on the way (1973). Extensive index, references at end of articles along with cross references.

Biological and Agricultural Index. New York: H.W. Wilson. Monthly, except August.
Index to periodical literature of reference value in the biological sciences, pure and applied.

Black American Scientists. Compiled by Carol Tullis, Bloomington, Indiana University in Focus: Black Aermica Bibliography Series, 1969.
A bibliographic guide in five parts.

Chemical Abstracts. Ohio State University/American Chemical Society, Columbus, Ohio, 1907- . Semi-monthly.
Comprehensive, essential to the research chemistry collection.

Dictionary of Science and Technology. New York: Barnes and Noble, 1972.
Originally Chamber's Dictionary. Brief definitions with appended tables.

Dictionary of Scientific Biography. New York: Scribner, 1970- .
To be completed as a fourteen volume set.

Gray, Peter. The Encyclopedia of the Biological Science. Reinhold, 1970. 2nd ed.
Intended for use by the general public as well as professional biologists.

Handbook of Chemistry and Physics. Cleveland: The Chemical Rubber Co., 1972.
A single volume desk top reference work consisting of tables of data useful to chemists and physicists and references to sources of additional data.

Handbook of Tables for Mathematics. Cleveland: Chemical Rubber Co., 1970.
Indexed. Tables used by mathematicians, and in banking, insurance, and statistics.

The Harper Encyclopedia of Science. rev. ed. New York: Harper and Row, 1967.
Attempts to cover history, philosophy, and biography of science as well as scientific facts.

James, Glenn and James, R.C. Mathematics Dictionary. 3rd ed. Princeton, N.J.: Van Nostrand, 1968.

Jenkins, Frances B. Science Reference Sources. 5th ed. Cambridge, Mass.: M.I.T. Press, 1970.
"The titles listed are those one might expect to find in a large research library."

The McGraw-Hill Encyclopedia of Space. New York: McGraw-Hill, 1968.
Documents the findings of the NASA sponsored explorations in addition to general information on the topic.

McGraw-Hill Encyclopedia of Science and Technology. New York: McGraw-Hill, 1971. 15 vols. with index.
The standard multi-volume science encyclopedia.

Moore, Patrick. Atlas of the Universe. Rand McNally, 1970.
A series of short articles interspersed with numerous color illustrations. Heavy emphasis on the moon.

Science Citation Index. Institute for Scientific Information, 1963- . Two parts: Citation Index and Source Index. See also: Effective Use of the Science Citation Index.

Steen, Edwin B. Dictionary of Biology. New York: Barnes and Noble, 1973.
No appendices.

Thewlis, James. Concise Dictionary of Physics and Related Subjects. Oxford: Pergammon Press, 1973.

## V. SOCIAL SCIENCE SOURCES

### GUIDES TO THE LITERATURE

American Historical Association. Guide to Historical LIterature. New York: Macmillan, 1961.
An annotated guide to over 20,000 of the most important items in all fieldsof history.

Brock, Clifton. The Literature of Political Science: A Guide for Students, Librarians, and Teachers. New York: Bowker, 1969.
How you go about doing research in political science. Bibliographical citations.

Burke, Arvid J. and Burke, Mary A. Documentation in Education. New York: Columbia University Teacher's College Press 1967.
Primarily for people who are doing research in education. Somewhat out of date.

Church, Martha, et al. A Basic Geographical Library: A Selected and Annotated Book List for American Colleges. Washington, D.C.: Association of American Geographers, 1966.

Harvard Guide to American History. Ed. by Oscar Handlin, et al. Cambridge, Mass.: Bellknap Press, 1963.
General essays on the study of American history and detailed bibliographies by period.

Hoselitz, Bert F., ed. A Reader's Guide to the Social Sciences. New York: Free Press, 1972.
Six long essays on six large areas. Not really a bibliography.

Stevens, Rolland E. Reference Books in the Social Sciences and Humanities. 3rd ed. Champaign, Ill.: U. Bookstore, 1971.
Fairly lengthy annotations.

White, Carl M. et al. Sources of Information in the Social Sciences. Totowa, New Jersey: Bedminster Press, 1973.
Basic source - the best tool in the Social Sciences.

## INDEXES, ABSTRACTS, AND BIBLIOGRAPHIES

The ABS Guide to Recent Publications in the Social and Behavioral Sciences. New York: American Behavioral Scientists, 1965.
Annual supplements. (See also: "New Studies" published monthly in The American Behavioral Scientist.)
Yearly volume updating.

America: History and Life: A Guide to the Periodical Literature, 1964- . Santa Barbara, Calif.: Clio Press, 1964.
Covers U.S. and Canadian history as Historical Abstracts does not now do.

American Geographical Society of New York: Current Geographical Publications, 1938 -. New York, 1938- . Monthly
Annual subject, author, and region indexes.

Current Contents: Behavioral, Social and Education Sciences. Philadelphia, Institute for Scientifc Information, 1969- .
The title pages of approximately 1100 journals are reproduced.
Tri-annual cumulations.

Historical Abstracts, 1775- . Santa Barbara, Calif.: American Bibliographic Center, 1955.
Note earliest date is 1775.

Journal of Economic Literature, 1963- . Menasha, Wisc.: American Economic Association, 1963- .
Title and publisher vary. Book reviews, contents of 150+ journals, subject index to periodicals and selected abstracts.

The National Geographic Magazine Index 1899-1963. Washington, D.C.: National Geographic Society.
Valuable access to this periodical, especially as a source of photographs.

Poverty and Human Resources/Abstracts With a Survey of Current Literature. Philadelphia: Institute for Scientific Information, 1969- .
Emphasis on U.S.; abstracts section classified with author and subject indexes.

Psychological Abstracts, 1927- . Washington, D.C.: American Psychological Association.
Classified arrangement, author and subject indexes, separately published cumulative indexes.

Sociological Abstracts. Brooklyn, 1962- .
Classified with author and subject indexes.

## ENCYCLOPEDIAS AND DICTIONARIES

The Encyclopedia of Education. New York: Macmillan, 1971.
More than 1,000 signed articles.

Encyclopedia of Psychology. Herder & Herder, 1972. 3 vols.
International in scope.

Encyclopedia of Social Work: Successor to the Social Work Yearbook.
New York: National Association of Social Workers, 1929- .
A record of U.S. social work activities.

Good, Carter V. Dictionary of Education. New York: McGraw-Hill.
Excludes names.

Sloan, Harold S. and A.J. Zurcher. Dictionary of Economics. New York:
Burner, 1970.
Covers economics and business terms.

Theodorson, George A. and Theodorson, Achilles G. A Modern Dictionary
of Sociology. New York: Crowell, 1969.
Intended for the student.

## STATISTICS

American Statistics Index. Washington, D.C.: Congressional Information
Service, 1973- .
Index and abstracts of U.S. Government statistics to provide a
central catalog of data available from government agencies.

Standard Education Almanac. Los Angeles: Academic Media, 1968- .
The general picture, then breakdowns by educational level, with
statistics.

United Nations Statistical Office. Statistical Yearbook, 1948- .
New York: United Nations Statistical Office, 1949.
Often covers a number of years' statistics; cites sources.

Wasserman, Paul et al. Statistics Sources. Detroit: Gale Research,
1971.
A detailed subject guide to statistical data, U.S. and foreign.

## VI. TECHNOLOGY SOURCES

The American Society for Engineering Education has a series of Guides to
the "Literature on...." covering chemical, electrical, mechanical,
metallurgical, transportation, and industrial engineering and
computers, environmental science.

Applied Science and Technology Index. New York: H.W. Wilson, 1913- .

(Formerly the Industrial Arts Index) This monthly (with quarterly and annual cumulations) indexes in engineering and related technical fields.

The Audio-Visual Equipment Directory. Fairfax, Va.: National Audio-Visual Association, Inc., 1972.
In addition to descriptions, prices, and pictures of equipment, this work contains various helpful appendices related to purchase and use of A-V equipment.

Engineering Index. New York: Engineering Index, Inc.
Indexes periodical material, conference papers and selected books on international scale in all fields of engineering. Monthly superseded by annual volumes.

Metrics: Measurements for Tomorrow. By Helmer A. Ronningen. Collier Books, 1972.

New Technical Books. New York Public Library.
Annotations of a selected list of new books arranged in Dewey number order, with a subject index. Monthly, except in July and August.

Pollution Abstracts. San Diego: Pollution Abstracts, Inc., 1970- .
All forms of environmental pollution are covered with abstracts grouped by types of pollution with subject and author indexes. The "general" part can be purchased alone as the Digest edition.

Sippl, Charles J. Computer Dictionary and Handbook. Indianapolis: Howard W. Sams, 1966.
As the title indicates, there are two parts to this work, the handbook being in the form of 26 appendices on computer related subjects.

Struglia, Erasmus J. Standards and Specifications Information Sources. Detroit: Gale Research Co., 1965.
"A guide to literature and to public and private agencies concerned with technological uniformities." With author-title and subject indexes.

Technical Book Review Index. New York: Special Libraries Association, 1935- .
Specialized version, like Book Review Digest, with reviews quoted from the literature of science and technology. Monthly, except July and August.

U.S. Government Research and Development Reports. Springfield, Va.: U.S. Dept. of Commerce, Clearinghouse for Federal Scientific and Technical Information, 1946- . (Now entitled U.S. Government Reports Announcements)
An abstract journal of material from government sources in science and industry.

The Way Things Work: An Illustrated Encyclopedia of Technology. Simon and Schuster, 1967-71. 2 vols.

# OCCUPATIONAL/CAREER MATERIALS BIBLIOGRAPHY

One of the three degree tracts available to the student in the community college is the Occupational/Vocational program which prepares the individual for immediate entrance into the employment market. Unfortunately, however, inadequate career counseling and guidance, coupled with problems of insufficient informational resources (many ephemeral in nature) which could significantly support the counseling function, limit substantially a student and faculty member's awareness of options and opportunities which are available.

This bibliography hopefully addresses itself to one of the shortcomings listed above. This particular subject area has received a significant amount of attention in our Institute program and hopefully the participants "copeability quotient" has been strengthened and improved.

## OCCUPATIONAL/CAREER MATERIALS BIBLIOGRAPHY

### I. BIBLIOGRAPHIES AND INDEXES

Abstracts of Instructional Materials in Vocational and Technical Education (AIM). The Center for Vocational and Technical Education, Ohio State University, Columbus, Ohio. 1967- . A Quarterly. $11.00.

Abstracts of Research and Related Materials in Vocational and Technical Education. (ARM). The Center for Vocational and Technical Education, Ohio State University, Columbus, Ohio. 1967- . A quarterly. $11.00.

Bennett, Wilma. Occupations Filing Plan and Bibliography. New rev. ed., 1968. Interstate Printers and Publishers, Inc., Danville, Illinois 61832. $3.95.

Bibliography for Your Guidance Library. Ohio State Deparment of Education. 4p. Free.

Bibliography of Publications Noted in the Occupational Education Bulletin. Occupational Education Bulletin 6(Dec. 31, 1970): 1-20.

Career Education, an ERIC Bibliography. New edition. June 1973. COMIC.

Career Index. Bibliographic services published by Chronicle Guidance Publications, Inc., Moravia, N.Y. 13118.

Careers for College Graduates: An Annotated Bibliography of Vocational Materials. Compiled by the Eastern College Personnel Officers. Bethlehem, Pa.: College Placement Council, Inc., 1972.

Careers for College Women. Center for Continuing Education-Women, University of Michigan, 1968. 62p. $1.00.

Careers in Education, a Comprehensive Listing of Sources. National Center for Information on Careers in Education. Free.

Counselors Information Service. Edited by S. Norman Feingold. B'nai B'rith Vocational Service, 1640 Rhode Island Ave., N.W., Washington, D.C. 20036. $7.00 per year.

ERIC Products, 1967-68. (See if later editions are available). ERIC, Office of Education, 400 Maryland Ave., S.W., Washington, D.C. 20202.

Facilitating Career Development: An Annotated Bibliography. Larry J. Bailey, State of Illinois, Board of Vocational Education and Rehabilitation, July 1970. 132p.

Occupational Literature: An Annotated Bibliography. 1971. H.W. Wilson Co., $15.00.

Guidance Exchange. P.O. Box 1464, Grand Central P.O., New York, N.Y. 10017.

Guidance Publications in Print. 12 vols. Associated Publisher's Guidance Publications, Los Altos, California.

Index to Computer-Assisted Instruction. Edited by Helen A. Lekan. 2nd ed. 1970. Sterling Institute, 3750 Prudential Tower, Boston, Massachusetts 02199. 295p. $19.50.

Industrial Arts Technology Bibliography: An Annotated Reference for Librarians. ED 043 711. (ERIC document).

Job Hunter's Bibliography: 131 Titles in 57 Different Career Fields. Alumnae Advisory Center, Inc., 1969. 8p. $1.00.

Journal of College Placement, 1948-1970, An Annotated Index. The College Placement Council, 1971. 99p. $1.00.

Mapp, Edward C. Books for Occupational Education Programs: A List for Community Colleges, Technical Institutes and Vocational Schools. New York: R.R. Bowker, 1971. $15.00.

1972-73 Cumulative Career Index. Chronicle Guidance, 1973. 217p. $11.00. Quarterly supplement.

The NVGA Bibliography of Current Occupational Literature. 6th ed. 1973. Product of the Career Information Review Services of the National Vocational Guidance Association. Available for $2.00 from Publications Sales, American Personnel and Guidance Association, 1607 New Hampshire Ave., N.W., Washington, D.C. 20009.

Occupational Index. Annotated bibliography of career information, published quarterly by Personnel Services, Inc., P.O. Box 306, Jaffrey, New Hampshire. $7.50 per year.

Schuman, Patricia. Materials for Occupational Education: An Annotated Source Guide. New York: R.R. Bowker, 1971. 201p.

Vertical File Index of Pamphlets. Monthly publication of the H.W. Wilson Co., 950 University Avenue, Bronx, New York 10452. $8.00 per year.

York, Edwin, comp. A Compilation of Resource Lists for Vocational Educators: An Annotated Bibliography of Bibliographies in Vocational Education. 1960-1969. (Occupational Research Development Monograph, No. 2) ED 049 367. (ERIC document.)

## II. GUIDES/HANDBOOKS/ENCYCLOPEDIAS/DIRECTORIES

Angel, Juvenal L. Student's Guide to Occupational Opportunities and Their Lifetime Earnings. 1967. Simon and Schuster. $12.50.

Angel, Juvenal L., ed. Modern Vocational Trends and Refernce Handbook. 1969. Simon and Schuster. $17.50.

Baer, Max F. and Edward C. Roeber. Occupational Information: The Dynamics of Its Nature. and Use. 3rd ed. Chicago: Science Research Associates, Inc., 1964. 949p.

Bottoms, James E. et al., eds. Career Education Resource Guide. Morristown, N.J.: General Learning Corp., 1972. $5.70.

Career Opportunities for Technicians and Specialists. J.C. Ferguson Pub., Co., 6 N. Michigan Ave., Chicago, Ill. 60602.

Concise Handbook of Occupations. Ferguson Pub. Co. Staff, eds. 1970. Ferguson. $11.95.

Directory of Overseas Summer Jobs, 1973. Ed. by Charles J. James. 5th rev. ed. National Directory Service, 1972. $4.95.

The Encyclopedia of Associations. Gale Research Co., Book Tower, Detroit, Michigan 48226. $45.00. A 500-page geographic-executive index is available separately for $28.50, and a quarterly supplement service is $48.00.

Encyclopedia of Careers and Vocational Guidance. William E. Hopke, Editor-in-Chief, J.G. Ferguson. 1972. 2 vols.

Hoppock, Robert. Occupational Information: Where to Get It and How to Use It in Counseling and Teaching. 3rd ed. New York: McGraw-Hill, 1967.

National Technical Information Services: World-Wide Directory. 3rd ed. 1970. International Publications Service. $12.50.

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Norris, Willa, et al. The Information Service in Guidance: Occupational Educational,Social. Chicago: Rand McNally and Co.

Reinhart, B. ed. Vocational-Technical Library Collection: A Resource for Practical Education and Occupational Trainings. Williamsport, Pa.: Bro-Dart, 1970. 377p.

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Thomas, Sarah M. and Weddington, Bernadine. A Guide to Sources of Consumer Information. Washington, D.C.: Information Resources Press, 1973.

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Career Guide for Demand Occupations. Washington, D.C.: Superintendent of Documents, U.S. Government Printing Office.

Counselor's Guide to Manpower Information. Washington, D.C.: U.S. Dept. of Labor, Bureau of Labor Statistics, 1968. $1.00.

The Division of Vocational and Technical Education, Office of Education, has made available several publications, copies of which are obtainable from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. They are:

1. Organizing a Good Training Program, OE-84033 (30¢)
2. Quantity Food Preparation, OE-82105 (35¢)
3. Child Care and Guidance, OE-87021 (40¢)
4. Stenographic, Secretarial, and Related Occupations, OE-86011 ($1.50)

Food Processing Technology: A Suggested Two-Year Post High School Curriculum. 1967. Superintendent of Documents, U.S. GPO, Washington, D.C. 20402. 50¢

Job Guide for Young Workers. 1969. U.S. Employment Service, Washington, D.C.

Manpower Administration U.S. Dept. of Labor. Occupational Guides. The Administration, Washington, D.C. 20210. Free.

New Publications. Monthly. U.S. Dept. of Labor, Washington, D.C. 20212. Free.

Occupational Outlook Quarterly. Bureau of Labor Statistics, U.S. Dept. of Labor, Washington, D.C. 20212. For sale by Supt. of Docs. U.S. GPO, Washington, D.C. 20402. 1970-71 edition, $6.25.

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Brown, James W., ed. Educational Media Yearbook. 2nd ed. New York: Bowker, Fall 1974. Revised annually.

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NICEM Index to Vocational and Technical Information. (Multimedia) National Information Center for Educational Media, Los Angeles, California, University of S. California, 1972.

Programmed Instruction and the Hospital. Hospital Research and Educational Trust, 840 Lake Shore Drive, Chicago, Ill. 60611. $6.00.

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Comparative Guide to Junior and Two-Year Community Colleges. Edited by James Cass and Max Birnbaum. New York: Harper & Row, 1972. $3.95.

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International Handbook of Universities. Edited by H.M. Kayes. Washington, D.C.: American Council on Education, 1971. $22.00.

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New York Times Guide to Continuing Education in America. Edited by Frances C. Thomson. College Entrance Examination Board. New York: Quadrangle, 1973. $12.50.

## V. PRIVATE PUBLISHERS: VOCATIONAL SOURCES

ARCO Publishing Co., Inc., 219 Park Avenue, S., New York, N.Y. 10003.

Bellman Publishing Co., Box 172, Cambridge, Massachusetts 02138.
"Vocational and Professional Monograph Series"

B'nai B'rith Vocational Service, 1640 Rhode Island Avenue, N.W., Washington, D.C. 20036.
1. Occupational Brief Series. 35¢ each
2. Counselor's Information Service. Quarterly. $7.00 per year.
3. A Specialized Educational and Vocational Library. Lerner and Commiskey. 11p. 50¢.
4. Starter File of Free Occupational LIterature. 1970. 29p. $1.25 paper.

"Selected list of 100 pamphlets on careers."

Boston Technical Publishers, 728 Dedham Street, Newton, Maine 02159.
"Career books on Electrical Technology"

Careers, Inc., P.O. Box 135, Largo, Florida 33540.
1. Career Briefs. Single copies 35¢. Complete set $32.00. Annual subscription $10.00.
2. Career Summaries. Single copies 20¢. Complete set $42.00. Annual subscription $10.00.
3. Job Guides. Single copies 20¢. Annual subscription $3.50.
4. Career Guidance Index. 9 issues a year. $6.00 per year.

Center for Adult, Vocational, Technical, and Manpower Education. Bibliography on Career Education. Washington, D.C.: Divison of Vocational and Technical Education, May 1973. 100p. $3.29.

Chilton Books, 525 Locust Street, Philadelphia, Pennsylvania 19106.
"Number of Career Titles"

Chronicle Guidance Publications, Inc., Moravia, New York 13118.
1. Chronicle Occupational Briefs. Four-page brief 35¢, eight-page brief 50¢. Complete set $64.50 plus postage. Annual subscription $20.25.

2. Chronicle Occupational Reprints. Four page reprint 35¢, over 4 pages 50¢. Complete set $15.00 plus postage. Annual subscription $7.00.
3. Filing Plan. 300 labeled folders. $35.00.
4. Career Index. Annual and four supplements. $11.00 per year.

D. Van Nostrand Co, 450 W. 33rd Street, New York, N.Y. 10001.
"Career books on Engineering and Related Technologies"

David McKay Co., Inc., 119 West 40th Street, New York, N.Y. 10018.
"Vcoational Titles for Children and Young People"

Dodd, Mead, & Co., 432 4th Avenue, New York, N.Y. 10016.

E.P. Dutton, & Co., 201 Park Avenue, S., New York, N.Y. 10003.

Educator's Progress Service, Randolph, Wisconsin.
"Publisher of various Educator's Guide to...."

Fairchild Publications, 7 East 12th Street, New York, N.Y. 10003.
"Number of career titles, designed primarily for people already in the field who desire to move ahead to higher positions."

G.P. Putnam's Sons, 200 Madison Avenue, New York, N.Y. 10016.

Gregg Press, Inc., 70 Lincoln Street, Boston, Massachusetts 02111.
"Career books on Business Related Technologies"

Grune and Stratton, Inc., 111 Fifth Avenue, New York, N.Y. 10003.
"Career books on the Medical Field"

Guidance Centre, 371 Bloor Street, W., Toronto, Ontario, Canada.
"Occupational Information Monograph Series"

Hayden, Richard D., Inc., 1818 Ridge Road, Homewood, Illinois 60430.
"Career books on Electrical Technology."

Institute for Research, 537 S. Dearborn Street, Chicago, Illinois 60605.
Careers Research Monographs. Single monograph 95¢.

Interstate Printers & Publishers, Inc., Danville, Illinois
"Number of Career Books"

J.C. Ferguson Publishing Co., 6 N. Michigan Avenue, Chicago, Illinois 60605.
1. Career Opportunities for Technicians and Specialists.
2. Encyclopedia of Career and Vocational Guidance.

Julian Messner, Inc., 8 West 40th Street, New York, N.Y 10018.
1. "Career Romances for Young Moderns" (careers for women)
2. "Non-fiction Career Books" (introduced in 1956)

Macmillan Co., 60 5th Street, New York, N.Y. 10011.
"Career Book Series"

McGraw-Hill Book Co., 1221 Avenue of the Americas, New York, N.Y. 10020.
"Career books on Engineering and Related Technologies"

McKnight & McKnight Publishing Co., Bloomington, Illinois.

Merrill, Chas. E. Publishing Co., 1300 Alum Creek Drive, Columbus, Ohio 43216
"Career books on Business Related Technologies"

National Better Business Bureau, Inc., 230 Park Avenue, New York, N.Y. 10017.
1. Consumer Information Series. Free with stamped, self-addressed envelope.
2. Fact Booklets. 15¢ each.

National Science Teachers Association, 1201 16th Street, N.W., Washington, D.C. 20036
"This association publishes an annual 48p bibliography of references to career literature and agencies under the title Encouraging Future Scientists: Key to Careers."

National Vocational Guidance Association, 1607 New Hampshire Avenue, N.W. Washington, D.C. 20009.
1. Guidelines for Preparing and Evaluating Occupational Materials. 40¢.
2. NVGA Bibliogrpahy of Current Career Information. 6th ed. 1973. $2.00.
3. Vocational Guidance Quarterly. $5.00 per year.

Occupational Education Project, AACJC, One Dupont Circle, NW. Washington, D.C. 20036.
1. Health and Medical Technology Education Programs: Vision I and II. Free
2. Community College Programs for Public Service Occupations. Free.
3. A Program for Architectural Technician's Training. Free.
4. The Education and Training of Marine Technicians. Free.
5. Community College Guide for Associate Degree Program in Auto and Truck Service Management. Free.
6. Bio-Medical Proceedings. Free.
7. Occupations and Education in the 70's: Promises and Challenges. Free.

Personnel Services, Inc., Jaffrey, New Hampshire.
"Publishes Occupational Abstracts Series which appraises and summarizes available literature on given occupations. Also publishes Occupational Index, a guide to current occupational literature."

Prentice-Hall, Inc., Englewood, New Jersey 07632.
"Career books on Engineering and Related Technologies."

Research Publishing Co., Box 245, Boston, Massachusetts 02107.
"Publishes American Occupations Monographs, a series of 23 titles, and American Guidance Program Monographs, a series of 20 title."

Richard Rosen Press, 29 E. 21st Street, New York, N.Y. 10010.
"Careers in Depth"

Sams, Howard W. & Co., Inc., 4300 W. 62nd Street, Indianapolis, Indiana 46268.
"Career books on Electrical Technology"

Science Research Associates, Inc., 259 East Erie Street, Chicago, Illinois 60611.
SRA Occupational Briefs. Single brief 45¢. Complete set $83.50.

Thomas, Charles C., Pub., 301 E. Laurence Avenue, Springfield, Illinois 62703.
"Career books on Police Science"

H.B. Saunders Co., 218 W. Washington Square, Philadelphia, Pennsylvania 19105.
"Career books on the Medical Field"

## VI. MISCELLANEOUS

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Bullock, Paul. Aspirations vs Opportunity: Careers in the Inner City. (Policy Paper in Human Resources and Industrial Relations Series, No. 20) 1972. University of Michigan Institute of Labor. $7.95.

Career Guidance in Secondary Education. Edited by Warren W. Willingham et al. New York: College Entrance Examination Board, 1972.

Career Opportunities in Services to the Disadvantaged and Handicapped. U.S. Department of Health, Education, and Welfare, Washington, D.C. 30¢.

The College Occupational Exploration Kit. Science Research Associates, 1967.

Consultants and Consulting Organizations: A Reference Source and Directory of Concerns Engaged in Consultation for Business and Industry. 2nd ed. Edited by Paul Wasserman et al. February 1973. $45.00. Gale.

Dever, Esther. "Sources of Free and Expensive Educational Materials. 3rd ed. 1965. Esther Dever, P.O. Box 186, Grafton, West Virginia 26354. $5.30. New Edition in preparation.

Dictionary of Administration and Supervision. I. Banki, Systems Research, Box 74524, Los Angeles, California 90004. $4.78.

A Directory of Service Organizations. National Service Secretariat, 1629 K Street, N.W. Washington, D.C. 20006. $1.00.

The Education and Training of Marine Technicians. Available from AACJC. Free.

Free and Inexpensive Learning Materials. 15th ed. 1970. Division of Surveys and Field Services, George Peabody College for Teachers, Nashville, Tennessee 37203. $3.00.

Guidelines for Junior and Community College and Post-Secondary Vocational and Technical Programs in Home Economics. 1971. American Home Economics. $1.00.

Guidelines for Supermarket Management Programs in the Community College. Available from AACJC. $1.50.

Harris, Norman C. Technical Education in the Junior College: New Programs for New Jobs. Washington, D.C.: American Association of Junior Colleges, 1964.

Health Careers Bibliography for Guidance Counselors. New Jersey Health Careers Service, 1970. 2nd ed. 119p. $2.00.

Health Insurance Institute. Health Education Materials and the Organizations Which Offer Them. Undated. Health Insurance Institute, 277 Park Avenue, New York, N.Y. 10017. Free.

Journal of College Placement, 1948-1970, An Annotated Index. The College Placement Council, 1971. $1.00.

Keys to Careers in Science and Technology. National Science Teachers Association, 1970. 48p. $1.00 (paper).

Library Resources for Nurses. Dale and Shaffer, July 1, 1973. $3.00 (paper).

Library Technology in California Junior Colleges. Communication Service Corporation, 1629 K Street, N.W. Washington, D.C. 20006. $2.00.

"Library Technology Bibliography". Andrew Melnyk (comp.) Audio-Visual Librarian, Chicago City College, Wright Campus, Chicago, Illinois 60634.

Mademoiselle's College and Career Articles, Subscription Department, Mademoiselle. 35¢ for each reprint.

Mitchell, Bonnie J., John White, and Alice B. Griffith. "Junior College Vocational/Technical Materials," CHOICE (March 1969).

Modern Libraries for Modern Colleges: Strategies for Research, Design and Development. Communication Service Corporation, 1629 K Street, N.W., Washington, D.C. 20006. $3.75.

National Directory of Adult and Continuing Education: A Guide to

Programs, Materials, and Services. Education and Training Associates, P.O. Box 9894, Southdown Station, Rochester, N.Y. 14623.

Ohio State Dept. of Education. Sources of Occupational Information. Rev. ed. 1970. Ohio State Dept. of Education, Division of Guidance and Testing, 751 Northwest Blvd., Columbus, Ohio 43212.Free.

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Police Literature: A Selected and Annotated Bibliography. By A. Lee McGehee. Institute of Government, University of Georgia, Terrell Hall, Athens, Georgia 30601. $3.00.

Proceedings of a Consultants Workshop on Technologies Related to Mechancial Engineering. Available from AACJC. $1.50.

Publications of the Center for Vocational and Technical Education. Ohio State University, 1900 Kenny Road, Columbus, Ohio 43210.

Review of Research: Career Planning and Development, Placement, and Recruitment of College-Trained Personnel. J.L. Windle, Adrian P. VanVondfrans, and Richard S. Kay, College Placement Council, 1972. 151p. $10.00.

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Sources of Engineering Career Information. Engineer's Council for Professional Development, 1969. 20p. Free.

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Veterans Administration. Series of 13 pamphlets on selected medical and service professions. Free.

Vocational Foundation Incorporated. Publishes information bulletin on education, training, and vocational resources.

"Vocational-Technical Periodicals for Community College Libraries: Public Services and Related Programs," prepared by Bibliography Committee, Community and Junior College Section, ACRL, CHOICE 10(Oct. 1973): 1137-1151.

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Agricultural and Natural Resources Programs, Applied Arts Programs," prepared by Bibliography Committee, Community and Junior College Section, ACRL, CHOICE 11(June 1974): 555-570.

# GENERAL STUDIES BIBLIOGRAPHY

Another of the degree programs available in the community college is that of General Studies. This particular degree program (of one or two years duration) is student-centered and designed, and has the dual purposes of:

1) Providing the student a program which has as its primary goals: development of a more satisfying and useful social-cultural life and self-enrichment; offering opportunities and experiences for exploring student's potential abilities and interests in a liberal studies program; and
2) Providing a broad liberal arts program, geared to those students not pursuing an occupational or baccalaureate goal and desiring fundamental concepts and understanding in one or more subject areas.

This bibliography lists titles useful in a variety of subject areas normally found in the General Studies programs offered in community colleges. Likewise, it completes the bibliographies included in this Resource Guide which are applicable to the three community college degree programs.

# GENERAL STUDIES BIBLIOGRAPHY

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## II. LIFE SKILLS

### FOOD, MAN, AND HEALTH....NUTRITION/BASIC FOODS....HEALTH EDUCATUION

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Hopefully in the not too distant future our reviewing and indexing sources will continue to expand their efforts in identifying and listing minority publications. A definite need exists and acquiring such information would prove most beneficial for all concerned.

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Materials for inclusion were also drawn from numerous current sources:

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# COMMUNITY ANALYSIS MODEL BIBLIOGRAPHY

This particular bibliography resulted from a research project completed by Institute participants in community analysis and which hopefully would prove of benefit in assessing the informational needs of the community in which they eventually find themselves. Highly selective in nature, but also representing those titles which they deemed most helpful, it may prove as beneficially rewarding for any librarian attempting to determine if programs and services offered by the library are having the impact desired.

# COMMUNITY ANALYSIS MODEL BIBLIOGRAPHY

Allen, Arthur T. and Seaberg, Dorothy I. "The Community Survey: A Neglected Learning Tool," Record (November 1967): 159-65.
The authors of this article discuss the use of the communtiy survey as a teaching tool for student teachers. This study is broken down into the following steps: the initial step in the program has student teachers spending three days doing an ecological study of their neighborhood, i.e., number of people, how they are distributed, etc.; an in-depth study is then done....a sample study is done of two or three blocks including kinds of houses (single or multiple-dwelling), kinds of businesses, etc.; verification of data collected is compared with the census reports; interviewing procedures, etc. Although written for educational application, I feel thisarticle could be of utility in a community analysis study.

Atkin, Pauline. A Bibliography of Use Surveys of Public and Academic Libraries, 1950 - November 1970. London, England: Library Association, 1971. (ED 055 617).
Within the academic, public and school library the use of specific types of materials was examined; for example, audio-visual, reference and bibliographic materials and different types of catalogs. The physical layout and arrangement of the libraries and their influence on use and non-use was also considered. The factors inhibiting the use of libraries included the geographical distribution of users, the location of library within the community and the educational ability and level of readers. The levels of usage included are: academic-professional and faculty members. postgraduates, undergraduate, research and administrative levels; public-adults and children, students, professional and business; and specific provisions for handicapped and homebound readers.

Baumel, Phillip C. The Community Survey: Its Use in Development of Action Programs. Ames, Iowa: Iowa State University of Science and Technology, November 1964. (ED 030 032).
This title provides a "general" guide for conducting and putting together a community survey. Items identified include:
a) Contacting and identifying relevant community groups.
b) Constructing a questionnaire.
c) Methods of sampling, distributing and collecting a questionnaire.
d) Interpreting and using results.

Belson, W.A. Tape Recording: Its Effect on Accuracy of Response in Survey Interviews," Journal of Marketing Research 4 (August 1967): 252-260.
This article reports on a study of the effects on the accuracy of survey data of tape recordings in an interview. For the sample as a whole, there was no loss in accuracy because of tape recording. However, this approach masks reduced accuracy for the upper social

groupings and increased accuracy for the lower, in comparison to traditional recording techniques. The findings, tables, appendix, and references make this a scholarly piece of research. Highly recommended.

Berdie, F.S. "To Rile Your Community, Ask Questions Like These...," American School Board Journal 157 (June 1970): 28.
This article is the result of a survey made by the Exploratory Committee on Assessing the Progress of Education concerning areas that should be OMITTED from a questionnaire, due to the fact that they might be offensive to individuals being interviewed. The style is simple and straight-forward. The psychological insight the reader obtains from this work can be very helpful in assuming and securing positive "public relations" for a library.

Berelson, Bernard. The Library's Public . New York: Columbia University Press, 1949.
Even though published in 1949, this work remains a "classic" and suggested many answers to such questions as:

a) Who uses the library? (Age, education, sex,occupation economic status, marital status, ethnic background, etc.)
b) Why people use the library.
c) When do people use the library?
d) How much do people use the library?
e) What further research is needed?

It likewise addresses itself to the implications for library policy development. An excellent book for inclusion in survey or community analysis consideration.

Brown, Rex V. "Evaluating of Total Survey Error," Journal of Marketing Research 4(February 1967): 117.
This article is recommended because it presents a new methodology - "Error Ratio Analysis" - by which people can interpret information and judge survey errors. Even though highly technical in content, this publication would be extremely useful to administrators involved in a library survey. Curves, formulae, statistics, and tables are somewhat difficult for the layman to interpret. The references at the end of the article are excellent.

Bundy, Mary Lee. "Factors Influencing Public Library Use," Wilson Library Bulletin 42(December 1967): 371-382.
Mary Lee Bundy goes into some detail concerning the research she has accomplished and types of wording of questions used in surveys. This is an excellent article for general background interest in survey and questionnaire construction.

Caldwell, W. "Conducting a Survey of Public Library Use," Library Association Record 65 (November 1963): 408-413.
This article discusses such points as: a) data most useful to discovery - setting survey limits; b) determining what proportion of the population of Library X are "users" and "non-users" of service; c) the factors of prime significance in effects upon

users: sex, age, education, occupation marital status and family responsibilities; d) see p. 413 of article.

Conant, Ralph W., ed. The Public Library and the City. Cambridge, Mass.: MIT Press, 1965.
This title, a result of the Symposium on Library Functions in the Chaning Metropolis, Dedham, Massachusetts, 1963, is well known and provides a "background understanding" necessary when any library undertakes a community analysis study.

Drott, M.C. "Random Sampling: A Tool for Library Research," College and Research Libraries 30 (March 1969): 119-125.
Excellent article for an understanding of sampling technique . Useful for community analysis study.

Freed, M.N. "In Quest of Better Questionnaires," Personnel and Guidance Journal 43(October 1964): 187-88.
An excellent, very short article on how to construct a questionnaire. The author believes there are "10 cardinal principles of questionnaire construction" and identifies them.

Frieberg, Justin C. Survey Research and Field Techniques: A Bibliography for the Fieldworker. (CPL Exchange Bibliography #513). Monticello, Ill.: Council of Planning Librarians, January 1974.
This excellent bibliography is a MUST in undertaking a literature review prior to the design of a community analysis study. Particularly useful are the sections on: SAMPLING, INTERVIEWING, and QUESTIONNAIRES. This latter section on questionnaires is divided into such areas as: questionnaire design, procedural aspects of applying questionnaires, the mailed questionnaire, and its reliability. Its currency adds even another dimension to its utility.

Goldhor, Herbert, ed. Research Methods in Librarianship: Measurement and Evaluation. Champaign-Urbana, Ill.: University of Illinois Graduate Library School, 1968.
The most useful section of this work is the article by Charles Armstrong, entitled, "Measurement and Evaluation of the Public Library." In this article a few suggestions are made concerning the design of use surveys. Suggestions include: the period of the survey should be substantial to include a range of different kinds of days, times (selected to be representative of normal use); survey of bookmobile and branches should be covered as well as main branches. Also included in this article are such items as: Sample questions, circulation, number of new books exposures, and evaluation of the book selection process.

Griffith, Belver, ed. "Improving Library Services to Users: Some Research Approaches," Drexel Library Quarterly 7 (Januaey 1971): 4-69.
This entire issue is devoted to research efforts and methods for improving library services to users. A very useful background

article., it does not offer any specific/concrete examples for determining needs and/or services of users or non-users.

Hone, Pauline. The Public Library and the Disadvantaged. Ontario, Canada: Canadian Library Association, November 1967.
Attempts by American library systems to bring the public library and its services into the lives of people with little or no tradition of using books for pleasure and profit.

Josey, E.J. "Community Use of Academic Libraries: A Symposium," College and Research Libraries 28(May 1967): 184-202.
The idea for this symposium came from an article in Library Journal (Spring 1964), in which H. Vail Deale discussed some of the perplexing problems facing academic libraries attempting to serve the general public. The discussion consists of the following: a) fees and modified privileges for outside borrowers; b) alumni, overdue books, and inter-library loan; c) safeguards, exit controls, and a state-wide borrower's card possibility.

Krughoff, Merrill F. "What Makes a Good Community Survey," Recreation 56(May 1963, Part I): 221-222; (June 1963, Part II): 264-266.
Excellent material for consideration in a community analysis study. Discusses: values and limitations of a community survey; requirements for success; use of consultants; and planning involved.

Laubauch, J.H. "Questionnaire for Self-Study," North Country 11 (Jan./Feb. 1968): 1-11.
This article contains information on the following: a) a community's complexity; b) determining opinions of the library; c) use of the library; d) suggestions for improvement; e) information on survey sample; f) library organization. It provides two kinds of information: a) descriptions of interviewees; and b) interviewee's use of library. For samples of USER and NON-USER interview questionnaires, see p. 9-11 of this article.

Library Surveys and Development Plans; An Annotated Bibliography. Minneapolis: ERIC Clearinghouse for Library and Information Sciences, 1969.
This annotated bibliography of 104 library surveys and development plans at the state and national level published since 1965 is based on the collection of the ERIC Clearinghouse for Library and Information Sciences. It includes most of the post-1965 titles listed in Galen E. Rike's Statewide Library Surveys and Development Plans, An Annotated Bibliography, 1956-67 (ED 023 439). Fifty-six titles not found in Rike are included in this bibliography. Arrangement of the bibliography is by state, with national surveys listed first. Availability is given whenever possible.

Line, Maurice B. Library Surveys. Hamden, Conn.: Archon Books, 1969.
This is an excellent book for developing a basic understanding of library surveys and their uses. The contents include the

following topics:
a) The purpose and use of library surveys
b) The planning of surveys
c) Collecting the information
d) Processing and analysis of survey data
e) Interpretation and presentation
f) Conditions relevant to costs and the future of library surveys.
The appendix includes practical examples of surveys, a general bibliography, and should be consulted when considering a survey.

Little, Arthur D., Inc. Library Planning Study. Boston, Mass.: Arthur D. Little, Inc., 1967.
This study represents an evaluation done by the Little firm in and for the state of Massachussetts. Of particular interest is the section on library services to the handicapped.

_____, _____., ___. The Role of the Public Library in Maine: Consumer Needs and Attitudes Toward Public Libraries in Maine. Boston: Arthur D. Little, Inc., August 1970. (ED 046 430).
This study represents a survey of library services in the state of Maine. Conducted interview surveys of which sample questionnaires used are included: a) Library card holders, "users",randomly selected from library registration files, (716); b) People who do not presently hold library cards, "non-users", were randomly selected from telephone directory with targeting quota for the proportion of the following types: 50% adult females; 30% adult males; 10% female teenagers; 10% male teenagers (775); c) Library patrons (controlled circulation of questionnaires in the library) (232); d) respondents in bookmobile areas, roughly half of which were randomly selected from the telephone directory (76); d) Mailed questionnaires, to people known not to have phones, people using the library frequently by mail, and people on the user list whom they were unable to contact by phone (94).

McClarren, Robert R. "The Community Analysis Survey," in Library Buildings: Innovation for Changing Needs, edited by Alhponse P. Trezza. Chicago: ALA, 1972. p. 135-43.
An excellent article giving a complete outline of how one should proceed in conducting a community analysis. Highly recommended for inclusion in any bibliography dealing with community analysis studies.

McCrosson, John A. "New Interest in the Library-Community Study," American Libraries 1(June 1970): 618-620.
This article presents some ideas for distributing survey sheets and questionnaires plus discussing how some libraries approached their survey situations, though limited in detail. The ALA publication, Studying the Community (1960), is referred to and should be reviewed by anyone conducting a library/community study.

Market Dynamics, Inc. The Public's Attitude Toward Public Library Services in Essex County, New Jersey. Princeton: Market Dynamics

June 1969.
In order to structure an effective campaign aimed at increasing the usage of public library in Essex County, N.J., this research project was undertaken to determine consumer attitudes toward various aspects of public library services. The appendix contains the questionnaire used and instructions given to the interviews.

Martin, Lowell. "Community Analysis for the Library," in The Library in the Community, edited by Leon Carnovsky and Lowell Martin. Chicago: University of Chicago Press, 1944, p. 201-214.

Mendelsohn, Harold and Wingerd, Karen. The Use of Libraries and the Conditions that Promote Their Use. A Report to the National Advisory Commission on Libraries. Washington, D.C.: National Advisory Commission on Libraries, November 1, 1967.
This study was designed to determine the use of U.S. public and academic libraries. Data was obtained by: 1) a review of the literature (1949-1967) on library usage. Eleven pertinent studies were reviewed and the findings from this review are summarized. The bibliography of this literature review is included. 2) Contemporary national social survey of attitudes towards libraries and the use of libraries among adults. A national sample of 1,549 adults was run to investigate: a) frequency of use of public libraries and of specialized libraries; b) factors that explain why some adults go to libraries and others do not; d) factors that might induce greater use of libraries; d) the public's"image" of libraries, and e) frequency of book reading by adults as related to where the books are obtained. Questionnaries are NOT included.

Mico, P.R. "Community Self-Study: Is There a Method to the Madness?" Adult Leadership 13 (March 1965): 288-92.
The author gives an excellent summation of the WHO, WHAT, WHEN, WHERE, and WHY of community surveys. The article includes a good bibliography. A couple of the articles mentioned in the bibliography deserve attention.

Monat, William R., et al. The Public Library and Its Community: A Study of the Impact of Library Services in Five Pennsylvania Cities. University Park, Pa.: Institute of Public Administration, Penn State University, 1967.
The purpose of this study was to: 1) determine who uses library services, with what frequency and for what purposes; 2) determine the attitudes of library users and non-users toward the public library; 3) determine the degree and type of financial assistance within the community; 4) determine how well the library meets the needs of its users and the community it purports to serve; 5) determine where the public library fits into the overall pattern of governmental services within each of the five cities studied. Profiles (comparative statistical profiles) of the cities are provided. The libraries are described: their histories, organizational structures, finances, etc. Survey of random sample of

county households were done (questionnaire is NOT included) only results are discussed and tables of data results are presented,

Nagle, J.M. "How to Tell What Your Public Really Thinks, American School Board Journal 156 (December 1968): 8-11.
This article, even though written about a public opinion poll of schools, can be of utility to librarians in getting "feedback" from the community about a library's performance by means of a poll. Here the term "public understanding" is defined as: public opinion, public knowledge, and public vision. The sample questions are very helpful as well as the techniques suggested for structuring a poll. It would be useful to have Mr. Nagle's article as part of a bibliography on surveys.

Nelson Associates, Inc. User Survey of the New York Public Library Research Libraries. New York: Nelson Associates, Inc., January 1969.
The survey described here concentrated on the patron characteristics and use patterns for the N.Y. Public Library Research Libraries. The fiche includes the general user survey, methods of data collection and analysis. Describes five surveys used, the user questionnaires, etc.

Nelson Associates, Inc. Detroit Met. Library Research and Demonstration Project. Methods and Procedures for Measuring Patron Use and Cost of Patron Services for the Detroit Metropolitan Library Project. New York: Nelson Associates, January 1967.
This report is a part of Phase I of the Detroit Metropolitan Library Project and contains suggestions for methods and procedures for Phases II and III of the Project in which patron use and costs of patron services at the Main Library are to be measured.

New York State Department of Education. The User Questionnaire in a Descriptive Analysis of Selected Public Libraries in New York State. Albany: State Department of Education, October 1967. (ED 046 402).
The purpose of this study was to define type of user and percentage of library use based on the potential number of users in the area. It classifies users by their educational level and compares the number of these users having a particular kind of education with the number in the community as a whole, having the same type of education. It includes copy of questionnaire given to patrons that visited the library during one week.

Parker, E. and Paisley, N. "Predicting Library Circulation from Community Characteristics," Public Opinion Quarterly 29 (Spring 1965): 39-53.
This article discusses the use of books and libraries based on a national sample survey of the University of Michigan Research Center for Public Library Inquiry. Gives basic data on book use obtained from survey of circulation by Library Service Branch, USOE, 1956. Uses "community and percapita library circulation unit" rather than individual and his use of books and feasibility of

community and per capita library circulation in 1937. Following runs based on 1960 census of country were made: median age of adult males; median female education; median age; percent white residents; per capita buying income; per capita retail sales; percent urbanization; mean family size; percent television saturation. When total circulation is divided into adult and juvenile fiction and non-fiction, it is found that the best predictions of total criculation correlate highly with different circulation components. Female education predicts adult circulation; population predicts fiction circulation; income predicts non-fiction circulation. In general, juvenile circulation is not predicted as well as adult circulation by any community characteristics. Further research should be devoted to the problem of the extent to which the book stocks and libraries are shaping (rather than being shaped by) the demand structure in the communities. This should be done by examination of different patterns of reading and library circulation in communities differing in available resources.

Peach, L. "How to Take an Honest District Survey," American School Board Journal 159(June 1972): 29-30.
This is a "how-to-do" article relevant to survey strategy. Various procedural steps are explained and several "musts" are mentioned for conducting a survey in a practical and economical way. It would have been helpful if techniques for tabulating the results had been explained to the reader. This article is recommended on the basis of its objectivity.

Rzasa, Phillip V. and Baker, Norman R. Measure of Effectiveness for University Library. Washington, D.C.: Office of Science Information Services, 1971.
Two measures of effectivenees for university libraries are constructed. The Primary Measure of Effectiveness, defined over the total population of users, considers the number of material and information items desired by the users, the number of satisfactorily answered inquiries and the number of users. The Second Measure of Effectiveness is the total population classified into subsets according to similarity of users' needs.

Schwartz, David. "Coping with Field Problems of Large Surveys Among the Urban Poor," Public Opinion Quarterly 34(Summer 1970): 267-72.
This article presents suggestions for generating community support, the establishment of local field headquarters, interviewer recruitment, interviewer training and supervision. Containing several specific suggestions in each of these areas, this article presents a practical "how-to" approach to survey methodology.

Slater, M. "Users and Library Surveys," in British Librarianship and Information Service, 1966-1970, edited by Herbert A. Whatley. London: Library Association, 1971. p. 232-256.

Tanis, Norman E. and Powers, Milton. "Profiles of Practice in the

Public Junior College Library," College and Research Libraries 28(September 1967): 331-36.
In an effort to delineate an experimental set of quantitative standards for evaluating junior college library service, the authors arranged management data from 86 selected junior college libraries on a graded percentile chart. They then plotted the experience of seven "benchmark" institutions on the chart in order to portray their characteristics graphically and comparably. It is their intention to continue developing data on these seven institutions in hope of generating quantitative norms that can be used for evaluative purposes.

USDA Forest Service. Questionnaires for Research: An Annotated Bibliography on Design, Construction and Use. By Dale R. Potter et al. Portland, Oregon: Pacific Northwest Forest and Range Experiment Station, 1972.
This is perhaps one of the finest bibliographies in existence dealing with the subject of questionnaires. This ANNOTATED bibliography contains subjective evaluations of each item and a keyword list is presented for the 193 citations included. This title deals with such items as: question wording; questionnaire design; advantages and disadvantages of questionnaires; interviewing; and survey methodology in general.

Walker, J.M., ed. "Where the People Are: Services to Groups," Focus 23 (June 1969): 56-78.
This article lists about a dozen "typical" services which libraries provide or should provide to special groups. There is a brief discussion accompanying each suggestion.

Warncke, Ruth E. "How to Implement a Survey," Arizona Librarian 24 (Winter 1968): 17-23.
A guide for actually conducting a survey. Individuals interested in a very precise, orderly methodology for implementing a survey would find this article most helpful.